YOU CAN'T HELP INHALING—BUT *you can help your throat!*

WATCH *yourself* . . . and you'll *realize* that *all* smokers *sometimes* inhale. And when you do, there's *increased chance* of irritation for sensitive nose and throat passages. But *now* . . . look at the findings reported by eminent doctors—*who compared the five leading cigarettes:*

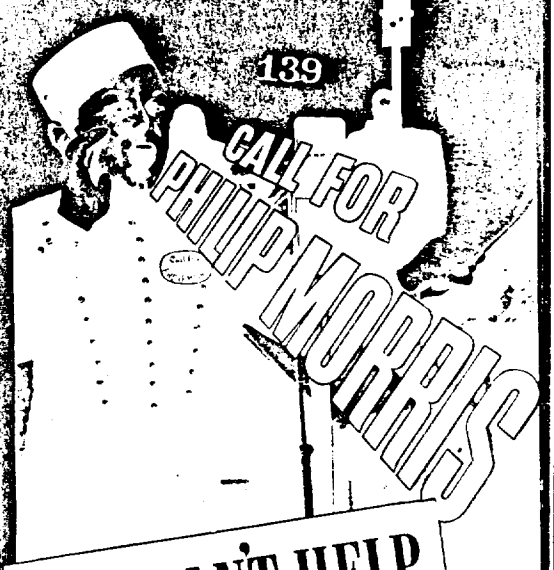
IRRITATION FROM THE SMOKE OF THE FOUR OTHER CIGARETTES AVERAGED MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED—PHILIP MORRIS—AND, WHAT'S MORE, SUCH IRRITATION LASTED MORE THAN FIVE TIMES AS LONG!

You're bound to inhale *sometimes* . . . but you *can* have this *proved protection.* Full smoking pleasure . . . without smoking penalties . . . if you smoke Philip Morris. No wonder they're "stealing the show"!

CALL FOR PHILIP MORRIS

FINER PLEASURE PLUS REAL PROTECTION—AMERICA'S FINEST CIGARETTE

ON THE AIR AND EVERYWHERE, IT'S—



CALL FOR PHILIP MORRIS

YOU CAN'T HELP INHALING—BUT *YOU CAN HELP YOUR THROAT!*

IT'S a fact—all smokers *sometimes* inhale. More smoke reaches delicate nose and throat passages. And *chances* of irritation *increase! But now look at the findings* of eminent doctors who compared five leading brands of cigarettes . . . and report that:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!

Some inhaling goes with smoking . . . but worry about throat irritation need *not* go with inhaling. Change now to Philip Morris—for pleasure *without penalties. Why wait?*

Finer Pleasure PLUS Real Protection

AMERICA'S FINEST CIGARETTE

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